LISTING OF CLAIMS:

Claims 1-47 (cancelled).

48. (New) A method of forming outserts having product information printed thereon, said method comprising:

(a) folding a sheet of paper having product information printed thereon by making a plurality of folds in said sheet of paper to form a first folded article, said folds in said sheet of paper being parallel to each other and parallel to a first direction, said folds in said sheet of paper being made using a first folding apparatus having a plurality of folding rollers;

(b) folding said first folded article by making a fold in said first folded article to form a second folded article, said fold in said first folded article being parallel to a second direction, said second direction being perpendicular to said first direction, said fold in said first folded article being made using a second folding apparatus having a plurality of folding rollers;

(c) folding said second folded article by making a fold in said second folded article to form a third folded article, said fold in said second folded article being parallel to said second direction;

(d) applying pressure to a folded article formed as a result of at least paragraphs (a), (b) and (c), said pressure being at least about 30 psi and being no greater than about 500 psi, said pressure being applied by a pressing unit having a pair of pressure rollers;

(e) depositing an adhesive on a portion of a folded article formed as a result of at least paragraphs (a), (b) and (c); and

(f) after (e), making a final fold in a folded article formed as a result of at least paragraphs (a), (b) and (c) to form an outsert, said final fold being parallel to said second direction and being made so that said adhesive holds said outsert in a substantially closed position so that said outsert has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said final fold being made using a final folding apparatus comprising a plurality of folding rollers having a nip therebetween and a movable blade member that forces a portion of a folded article formed as a result of at least paragraphs (a), (b) and (c) towards said nip between said folding rollers of said final folding apparatus.

49. (New) A method as defined in claim 48 comprising making a plurality of folds in said first folded article in said second direction to form said second folded article.

50. (New) A method as defined in claim 48 additionally comprising making at least one additional fold in said first folded article to form said second folded article.

51. (New) A method as defined in claim 48 additionally comprising automatically conveying said first folded article from said first folding apparatus to said second folding apparatus.

52. (New) A method as defined in claim 48 additionally comprising automatically conveying said second folded article from said second folding apparatus to said pressing unit.

53. (New) An outsert-forming apparatus that forms outserts having printed product information thereon, said apparatus comprising:

a first folding unit that forms a first folded article from a sheet of paper having printed information thereon, said first folding unit having a plurality of folding rollers and forming said first folded article by making a plurality of folds in said sheet of paper, each of said folds being parallel to a first direction;

a second folding unit operatively coupled to receive said first folded article, said second folding unit forming a second folded article from said first folded article by making at least one fold in said first folded article in a direction parallel to a second direction, said second direction being perpendicular to said first direction;

a pressing unit operatively coupled to receive a folded article having folds formed by at least said first and second folding units, said pressing unit comprising a plurality of pressure rollers and applying a pressure of at least about 30 psi and no greater than about 500 psi;

an adhesive applicator that applies adhesive to a portion of a folded article having folds formed by at least said first and second folding units; and

a final folding unit operatively coupled to receive a folded article having folds formed by at least said first and second folding units, said final folding unit forming an outsert by making a final fold in a folded article having folds formed by at least said first and second folding units, said final fold being made parallel to said second direction, said final fold being made so that said adhesive holds said outsert in a substantially closed position so that said outsert has no exposed unfolded exterior edges that lie in a direction parallel to said final fold, said final folding unit comprising:

a first folding roller;

a second folding roller disposed adjacent said first folding roller of said final folding unit, said first and second folding rollers of said final folding unit having a nip therebetween, said first and second folding rollers of said final folding unit causing said final fold to be made when a folded article having folds formed by at least said first and second folding units passes between said first and second folding rollers of said final folding unit; and

a movable blade member that forces a portion of a folded article having folds formed by at least said first and second folding units towards said nip between said first and second folding rollers of said final folding unit.

54. (New) An apparatus as defined in claim 53 wherein said pressing unit additionally comprises an adjustment mechanism that may be used to adjust said pressure applied by said pressing unit.

55. (New) An apparatus as defined in claim 53 wherein said pressing unit comprises a plurality of spring members disposed in a vertical stack.

56. (New) An apparatus as defined in claim 53 wherein said pressing unit comprises a plurality of cone-shaped, elastically deformable washers disposed in a vertical stack.

57. (New) An apparatus as defined in claim 53 wherein said pressing unit additionally comprises a support structure, wherein one of said pressure rollers of said pressing unit is disposed in a fixed position relative to said support structure, and wherein one of said pressure rollers of said pressing unit is disposed in a movable position relative to said support structure.